



WEWS

## ORDER

Print Date 10/12/12

Page 1 of 2

Flight Dates 10/13/12-10/23/12

Contract / Revision 314589 /

Original Date / Revision  
10/12/12 10/12/12

Advertiser Protect Your Vote Ohio

New till 09/09/13

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop  
Delaware, OH 43015

Product

Issue 2. OH-Protect Your Vote 201:

Agency Com 15%

Billing Contact

7669 Stagers Loop  
Delaware, OH 43015

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate # 2899

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	20	\$68,000.00	\$80,000.00	0.00
Totals	20	\$68,000.00	\$80,000.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	20	\$68,000.00	\$80,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WEWS	10/13/12	10/23/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
		Week: 10/15/12	10/21/12	MTWTF--		1				\$3,000.00		0.00			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 2	WEWS	10/13/12	10/23/12		CM	6-630p	MTWTF--	:30	5	\$3,500.00	P-1	0.00	NM	7	\$24,500.00



**WEWS**

Print Date: 10/12/12

Page 2 of 2

Contract / Revision     **314589**     Flight Dates **10/13/12-10/23/12**     Hiatus Dates  
Original Date / Revision   10/12/12/   10/12/12     Order Sep   00:20:00  
Advertiser   **Protect Your Vote Ohio**     Product **Issue 2. OH-Protect Your V** Estimate #   **2899**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-630p News															
M-F 6-630p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----	0		\$0.00		0.00						
Week:		10/15/12	10/21/12	MTWTF--	5		\$3,500.00		0.00						
Week:		10/22/12	10/28/12	MT-----	2		\$3,500.00		0.00						
N 3	WEWS	10/13/12	10/23/12	M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	3	\$4,000.00	P-1	0.00	NM	3	\$12,000.00
M-SU 11-1135P Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$4,000.00		0.00						
Week:		10/15/12	10/21/12	MTWTF-S	2		\$4,000.00		0.00						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
N 4	WEWS	10/13/12	10/23/12	M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	7	\$4,500.00	P-1	0.00	NM	9	\$40,500.00
M-SU 11-1135P Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----	0		\$0.00		0.00						
Week:		10/15/12	10/21/12	MTWTF-S	7		\$4,500.00		0.00						
Week:		10/22/12	10/28/12	MT-----	2		\$4,500.00		0.00						
<b>Totals</b>														<b>20</b>	<b>\$80,000.00</b>